

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 6, 1998

RJR Account #091800

Mr. G. Burns
CAPITAL CANDY CO., INC.

MARCH CTS: DORAL 1/2 CARTON PURCHASE / PROMOTION #800027

Dear George:

DORAL pre-sleeved product (6M) has been ordered for you to ship to participating retail accounts on the attached Customer List. Refer to the Customer List for specific product distribution.

DORAL BRAND STYLES	#/ (6M) Cases	UPC Code
Light	6	12300-24995
Light 100	6	12300-24996
Full Flavor 100	6	12300-24997
Ultra Light 100	6	12300-25051
Light Menthol	3	12300-24998
Light Menthol 100	3	12300-25050
Full Flavor Box King	3	12300-25055
Light Box King	3	12300-25056

Product Arrival: March 2, 1998

Ship Date to Retail: Week of: March 9, 1998

EFT \$ Amount: \$11,117.74

Promotion Description:

'Pre-Sleeved' product will arrive in plain white cartons; two 5-pack sleeves per carton. Each 6M case contains 60 5-Pack offers. Ship designated quantity of sleeves to listed retail accounts.

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A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$6.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$108.00 (18 (12M) case(s) @ \$6.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk
L. E. MacWilliams

Enclosure: Customer List
Promotional Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-HLFCTN.DOC

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DIRECT ACCOUNT CUSTOMER LIST**DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027**

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN / LT MEN 100 / ULT LT 100 / FF BOX 100 / LT BOX 100

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

CARTONS PER STYLE

DORAL

S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	# CARTONS PER STYLE												VAP SIS#	DIRECT ACCT NAME	DIR ACCT SUPPLIER #
							LT	LT 100	FF 100	ULT LT 100	LT MEN	LT 100	FF 100	LT BOX	LT 100	LT 100	LT 100	VAP			
163804	163821	104065	THE BIG S	48 MANNING HL	WINCHESTER	NH	30	30	30	30	15	15	15	15	91800	CAPITAL CANDY	39051				
112204	112227	524829	VASHAWS VARIETY	302 MAIN ST	GORHAM	NH	20	20	20	20	10	10	10	10	91800	CAPITAL CANDY					
112206	112225	655030	KEVINS DISCOUNT	ROUTE 16	WEST OSSIP	NH	30	30	30	30	15	15	15	15	91800	CAPITAL CANDY	37283				
163804	163821	278707	ROUTE 63 COUNTRY	525 NORTHFIELD ROAD	HINSDALE	NH	30	30	30	30	15	15	15	15	91800	CAPITAL CANDY	39128				
163807	163826	677682	CASE N KEG LACONIA	JEFF MORIN ENTERPRISES	LACONIA	NH	30	30	30	30	15	15	15	15	91800	CAPITAL CANDY	14290				
163807	163826	743970	CASE N KEG	5 MILL ST	MEREDITH	NH	40	40	40	40	20	20	20	20	91800	CAPITAL CANDY					
							6	6	6	6	3	3	3	3		TOTAL CASES					

Big Pack Carton Gives You Our Customers Another Great Way To Save!

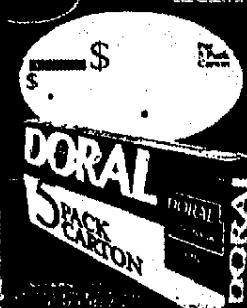
5-Pack Carton

With the introduction of the Doral 5-Pack Carton, cigarette smokers give you another great way to save on Doral.

With a unique impactful 17" x 30" poster, the 5-Pack Carton increases customer awareness along with offering great promotional and advertising opportunities.

DORAL

5 PACK CARTON



Floor Display

Temporary/semi-

permanent display

Display specific with waterfall

Display is designed to

maximize presence of 5-Pack promotion

Includes header cards to use for regular cartons when 5-Pack

is not used

Includes header card

Height 72" (min) 47" (min) 22 1/2", Depth-12".



5-Pack Replica

Dangler - Oversized

5-Pack Replica hangs from the ceiling over the unique floor display to call attention to this great new offer.

Includes area for pricing.

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